



The 8th Guangzhou Annual Investment Conference China & the 1st Global Unicorn CEO Forum 第八届中国广州国际投资年会暨首届全球独角兽CEO大会

德国海德堡分会场

Heidelberg SESSION

Huangpu office in Europe held Heidelberg session of 8th Guangzhou Annual Investment Conference (GAIC)

Heidelberg, March 10, 2022

In the afternoon of March 10th, the office of Huangpu, Guangzhou Development District in Europe held the Heidelberg session of 8th Guangzhou Annual Investment Conference (GAIC) at the premises of the Sino-German Hi-Tech Park in Heidelberg titled – “Invest in green opportunities at the heart of the Greater Bay Area”.

Huangpu (Guangzhou) Europe office and Sino German Hi-Tech Park holds the GAIC session together for the second time since the office launched its operations in March 2020.



The 8th of GAIC held on the 17th floor, TechTower, Sino German Hi Tech Park

About 25 people have participated in the session. Among them Thomas Feser and Thomas Günther, mayors of German cities of Bingen and Nierstein, Dr. Thomas Sterr, head of faculty of Climate Change Management and Engineering at the SRH Institute in Heidelberg, Carla Jung-König, Project Manager at the International Building Exhibitions (IBA), Joachim Arnold, COO of OCO Global, Jochen Schultz, Managing Director of China Network Baden-Württemberg, Frances



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Yang from China Guangdong Economic and Trade Office in Germany, Martin Tjan, Managing Partner at JP contagi and Emil Schmidt, an expert on energy-saving cities.

Before starting the session, Director Europe of Huangpu (Guangzhou)'s office in Europe and Martin Tjan on behalf of JP contagi – Swiss company supporting international companies with sustainable recruitment solutions for Senior and Middle Management positions in Greater China have signed an MoU to strengthen talent attraction to Guangzhou.



MoU for talent attraction between Huangpu and JP contagi

Fidan Huseynli warmly welcomed the guests on behalf of the Huangpu (Guangzhou) office in Europe. She expressed sincere gratitude to friends and partners from various sectors who have been supporting activities of GDD's Europe office in Germany. She highlighted that this year conference focuses on Guangzhou's role as China's green city champion in fostering green transition and sustainable development not only in China but globally. As a best commercial city in Mainland China according to Forbes and first in business environment innovation in China Guangzhou is a hotspot of emerging industries and important global transportation hub. After a brief overview of GAIC as a key platform to strengthen cooperation and exchange with the global business community a 2-minute video with the greetings from the Director of Guangzhou Commerce Bureau – Mr. Hong Quian has been played to the participants.



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The next speaker was a video speech from Chief Advisor to Huangpu, Guangzhou Development District Peter Helis. He gave the participants with an extensive overview of Greater Bay Area's (GBA), but especially Guangdong's and Guangzhou's economic development since 2008 and this region's enormous innovation, green/smart city, and future technologies' potential. The floor took Dr. Frerichs who provided more information on Guangzhou's key economic development indicators and discussed the business exchanges between the European future techs. He also gave more insights about GBA's as a megacity cluster of the future and China's innovation, talent, and technologies powerhouse. He has highlighted Guangzhou's place at the heart of the GBA to continue attract best talent and leading international businesses being China's advanced industrial stronghold, new economy hub and green/smart city champion.



Dr. Daniel Frerichs, Director of Huangpu Europe Office introduced Guangzhou

The session continued with the presentation of Carla Jung-König, project manager at International Building Exhibition Heidelberg who shared green construction projects being implemented in Heidelberg. She cordially invited Huangpu (Guangzhou) to take part in digital but also offline green city exhibition that will take place in Heidelberg from April through June as a possibility to explore more opportunities of sharing knowledge and best practices Heidelberg and Guangzhou.



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Carla Jung-König, Project Manager, IBA Heidelberg shared green construction projects in Heidelberg

Due to the health issues Peer Staehler from the BASF New Business Unit was not able to participate as a speaker. Daniel Frerichs took over and introduced to the participants a Silk Road Shuttle – a cooperation platform developed together with Huangpu (Guangzhou) office in Europe, BASF New Business Unit and KCI Group (Guangzhou) to foster green cooperation business models between Guangzhou and Europe. He mentioned unique place of Guangzhou as a host city for South China IP Court to attract innovative technologies across the globe. Dr. Frerichs added that there are big opportunities for Guangzhou as a first-tier central city, an international business center and an important comprehensive transportation hub in China to drive green transition trend. He particularly noted Guangzhou's progress in developing 5G, artificial intelligence, industrial internet, Internet of Things, digital economy, smart city/green urban development and other emerging industries. Guangzhou also greatly advances its place as China's hydrogen powerhouse, planning vast investments and building of more than 100 hydrogen stations by 2030.



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Interviews: Mr. Thomas Feser the lord mayor of the German city of Bingen particularly highlighted his interest in knowledge exchange and more cooperation with China and Guangzhou in particular. He mentioned that he was impressed with the economic development, especially in future tech and green urbanization in Guangzhou and expressed a willingness to visit the city when it is possible. Mr. Feser highlighted a great cooperation of his city with the Chinese commerce giant Alibaba Group that has a big logistics center in Bingen.

Mr. Joachim Arnold, COO of OCO Global specifically highlighted interest of international businesses in investing in Guangzhou despite pandemic and travel constraints. He expressed a hope to see a travel and more business and talent interactions with Guangzhou to be possible in the nearest future.

Dr. Thomas Sterr, head of faculty of Climate Change Management and Engineering at the SRH Institute in Heidelberg who has visited Guangzhou's Sun Yat-sen University highlighted Guangzhou's unique potential and beneficial position due to the local governmental support as a green city champion to lead the green transition trend in China. He also mentioned his interest in supporting talent and knowledge exchange in the area of green city management wu

The Heidelberg session of 8th Guangzhou Annual Investment Conference in Germany was held offline, sponsored by the Huangpu (Guangzhou) Europe office, and has attracted governmental authorities, green tech businesses, large international business, biomedicine/healthcare, and scholars.

